CLAIMS

1. A method of providing a browsing session having an improved selection-to-display time using an apparatus having a wireless transceiver, a display device, a memory and at least one user input device, the method comprising:

(a) providing a tree which relates a plurality of computer-readable items that are wirelessly retrievable using the wireless transceiver;

(b) in response to a user-initiated selection that a first computer-readable item in the tree be a current item to browse:

displaying the first computer-readable item on the display device;

wirelessly retrieving a second computer-readable item which is a child of the first computer-readable item in the tree and a third computer-readable item which is a sibling of the first computer-readable item in the tree using the wireless transceiver while said displaying the first computer-readable item on the display device; and

storing the second computer-readable item and the third computer-readable item in a local cache provided by the memory;

(c) providing a first control and a second control to select, using the at least one user input device, from two wirelessly-retrieved items in the local cache that have not yet been user-selected in the browsing session;

(d) while the first computer-readable item is the current item, receiving a user-initiated selection of one of the first

control and the second control to select a new current item to browse; and

(e) in response to the user-initiated selection in (d):

if the first control has been selected, retrieving the third computer-readable item from the local cache and displaying the third computer-readable item on the display device; and

if the second control has been selected, retrieving the second computer-readable item from the local cache and displaying the second computer-readable item on the display device.

2. The method of claim 1 wherein the first control is to skip one or more items that are tree-descendants of the current item.

3. The method of claim 1 wherein (b) further comprises wirelessly retrieving the first computer-readable item using the wireless transceiver in response to the user-initiated selection that the first computer-readable item be the current item to browse.

4. The method of claim 1 wherein (b) further comprises retrieving the first computer-readable item from the local cache in response to the user-initiated selection that the first computer-readable item be the current item to browse.

5. The method of claim 4 wherein the user-initiated selection in (b) is made using the first control.

6. The method of claim 4 wherein the user-initiated selection in (b) is made using the second control.

7. The method of claim 1 wherein the at least one user input device comprises a rocker switch, wherein the first control is provided by a first position of the rocker switch, and wherein the second control is provided by a second position of the rocker switch.

8. The method of claim 7 wherein the rocker switch comprises a four-way rocker switch.

9. The method of claim 1 wherein the at least one user input device comprises a first key and a second key, wherein the first control is provided by the first key, and wherein the second control is provided by the second key.

10. The method of claim 1 wherein the computer-readable items comprise results of a search.

11. The method of claim 1 further comprising:

(f) outputting a signal to display an advertisement on the display device during the browsing session.

12. The method of claim 1 further comprising:

(f) performing a transaction for a purchasable item associated with one of the computer-readable items in response to a user action received by the at least one user input device.

13. An apparatus for providing a browsing session having an improved selection-to-display time based on a tree which relates a plurality of computer-readable items that are wirelessly retrievable, the apparatus comprising:

a wireless transceiver;

at least one user input device to receive user-initiated selections;

a processor responsive to the at least one user input device and in communication with the wireless transceiver;

a display device responsive to the processor; and

at least one memory in communication with the processor to provide a local cache;

wherein the processor is responsive to a user-initiated selection that a first computer-readable item in the tree be a current item to browse to:

display the first computer-readable item on the display device;

wirelessly retrieve a second computer-readable item which is a child of the first computer-readable item in the tree and a third computer-readable item which is a sibling of the first computer-readable item in the tree using the wireless transceiver while the first computer-readable item is displayed on the display device; and

store the second computer-readable item and the third computer-readable item in the local cache;

wherein the processor is to provide a first control and a second control to select, using the at least one user input device, from two wirelessly-retrieved items in the local cache that have not yet been user-selected in the browsing session; and

wherein, while the first computer-readable item is the current item, the processor is responsive to a user-initiated selection of one of the first control and the second control to select a new current item to browse to:

retrieve the third computer-readable item from the local cache and display the third computer-readable item on the display device if the first control has been selected; and

retrieve the second computer-readable item from the local cache and display the second computer-readable item on the display device if the second control has been selected.

14. The apparatus of claim 13 wherein the first control is to skip one or more items that are tree-descendants of the current item.

15. The apparatus of claim 13 wherein the processor is to wirelessly retrieve the first computer-readable item using the wireless transceiver in response to the user-initiated selection that the first computer-readable item be the current item to browse.

16. The apparatus of claim 13 wherein the processor is to retrieve the first computer-readable item from the local cache in response to the user-initiated selection that the first computer-readable item be the current item to browse.

17. The apparatus of claim 16 wherein the user-initiated selection that the first computer-readable item be the current item to browse is made using the first control.

18. The apparatus of claim 16 wherein the user-initiated selection that the first computer-readable item be the current item to browse is made using the second control.

19. The apparatus of claim 13 wherein the at least one user input device comprises a rocker switch, wherein the first control is provided by a first position of the rocker switch, and wherein the second control is provided by a second position of the rocker switch.

20. The apparatus of claim 19 wherein the rocker switch comprises a four-way rocker switch.

21. The apparatus of claim 13 wherein the at least one user input device comprises a first key and a second key, wherein the first control is provided by the first key, and wherein the second control is provided by the second key.

22. The apparatus of claim 13 wherein the computer-readable items comprise results of a search.

23. The apparatus of claim 13 wherein the display device is to display an advertisement during the browsing session.

24. A computer-readable medium for providing a browsing session having an improved selection-to-display time using an apparatus having a wireless transceiver, a display device, a memory and at least one user input device, the computer-readable medium comprising computer-readable content which directs the apparatus to perform acts of:

(a) providing a tree which relates a plurality of computer-readable items that are wirelessly retrievable using the wireless transceiver;

(b) in response to a user-initiated selection that a first computer-readable item in the tree be a current item to browse:

displaying the first computer-readable item on the display device;

wirelessly retrieving a second computer-readable item which is a child of the first computer-readable item in the tree and a third computer-readable item which is a sibling of the first computer-readable item in the tree using the wireless transceiver while said displaying the first computer-readable item on the display device; and

storing the second computer-readable item and the third computer-readable item in a local cache provided by the memory;

(c) providing a first control and a second control to select, using the at least one user input device, from two wirelessly-retrieved items in the local cache that have not yet been user-selected in the browsing session;

(d) while the first computer-readable item is the current item, receiving a user-initiated selection of one of the first

control and the second control to select a new current item to browse; and

(e) in response to the user-initiated selection in (d):

if the first control has been selected, retrieving the third computer-readable item from the local cache and displaying the third computer-readable item on the display device; and

if the second control has been selected, retrieving the second computer-readable item from the local cache and displaying the second computer-readable item on the display device.

25. The computer-readable medium of claim 24 wherein the first control is to skip one or more items that are tree-descendants of the current item.

26. The computer-readable medium of claim 24 wherein (b) further comprises wirelessly retrieving the first computer-readable item using the wireless transceiver in response to the user-initiated selection that the first computer-readable item be the current item to browse.

27. The computer-readable medium of claim 24 wherein (b) further comprises retrieving the first computer-readable item from the local cache in response to the user-initiated selection that the first computer-readable item be the current item to browse.

28. The computer-readable medium of claim 27 wherein the user-initiated selection in (b) is made using the first control.

29. The computer-readable medium of claim 27 wherein the user-initiated selection in (b) is made using the second control.

30. The computer-readable medium of claim 24 wherein the at least one user input device comprises a rocker switch, wherein the first control is provided by a first position of the rocker switch, and wherein the second control is provided by a second position of the rocker switch.

31. The computer-readable medium of claim 30 wherein the rocker switch comprises a four-way rocker switch.

32. The computer-readable medium of claim 24 wherein the at least one user input device comprises a first key and a second key, wherein the first control is provided by the first key, and wherein the second control is provided by the second key.

33. The computer-readable medium of claim 24 wherein the computer-readable items comprise results of a search.

34. The computer-readable medium of claim 24 wherein the computer-readable content further directs the apparatus to perform an act of:

(f) displaying an advertisement on the display device during the browsing session.